Fulfillment Information Form and P.O. Box Request

Us this form to provide the basic required information about a program. Upon receipt of complete information, a P.O. Box number will be assigned.

Prepared By: _____ Date Ordered: 4 / 14 / 95

FIM Marketing and Bar Code should be sent to:

Name: _____ Address: _____

Company Name: _____ City/State/Zip Code: _____

Required Program Information: Provide **ALL** of the information requested below.

Brand: PARLIAMENT

Program Name/Description: AUGUST CARTON INSERT / FREE PICTURE FRAME

Program Drop Date: 8 / 1 / 95 Program Expiration Date: 11 / 30/95 Total Redemption Rate: 0.8 %

11,600

Type of Inbound Mail:
- ☑ Consumer Pays Postage
- ☐ BRC
- ☐ BRE - 1 oz. or less
- ☐ BRE - 2 oz. or less (more than 1 oz.)

Consumer Package to be Sent:
- ☑ Third Class
- ☐ UPS

Total Circulation: _____

Distribution: On Page ☐ Tip-In ☐ Other ☐

Method	Circ.	Est. Redemp.	P.O. Box Assigned	Source Code	Magazine Name	Circ.	Est. Redemp.	P.O. Box Assigned	Source Code
Direct Mail									
FSIs									
On Pack									
In ~~On~~ Carton	1.4 MM	11,600							
1 - 800									
POS									
Other									

Use the following address for consumer responses:

_____

_____

_____

_____

Use the following address for undeliverable mail:

_____

_____

_____

_____

Prepared By: _____ Date: ___/___/___

Brand Manager: _____ Project Code: _____

A separate Page 2 is Required for EACH Fulfillment Item Offered

#4002 FRONT
PM USA/REV. 5/94

2073260553

Source: https://www.industrydocuments.ucsf.edu/docs/plpm0004

Philip Morris Promotional Services
Fulfillment Information Form and P.O. Box Request

Program Number: _____

Program Name: Parliament August Carton Insert

Prepared By: Jose' de Castro

Date: 4 / 14 / 95

Complete a separate Page 2 for each fulfillment item offered.

Fulfillment Item Information: Required for all Programs. Please answer all questions.

Fulfillment Item Description: FREE PICTURE FRAME with 40 Pack UPC's

Total Number of Items offered in this Program: 1

Estimated # of Consumer Orders: 11,600

Initial Qty. Ordered from Supplier: 6,000

Anticipated Delivery Date of Fulfillment Item: ____/____/____

Item POS #: _____

Reorder Lead time for this Item is: _____

Is A Reorder Authorized ☐ No ☐ Yes Initial _____

Consumer Requirements: Required for all Programs. Please answer all questions.

		#/Amt. Req.		
Are UPCs and/or Cash Required? (Check As Many as Apply)	☐ No	☐ Carton UPCs	_____	Is the Offer Limited? ☐ No Limit
		or ☑ Pack UPCs	40	If Yes: ☑ 1 Per Person
				☐ 1 Per Household
				☐ Other - Please Explain
		☐ Cash	$ _____	_____

By Consumer TBD

Is Postage and Handling to be Paid? ☐ No ☑ Yes $ _____

Other Fulfillment Information: Required for all Programs.

Are Other Enclosures/Messages to accompany the fulfillment item(s)? (i.e. Survey, Postage Paid Reply Card, Envelope)
☐ Yes (Describe requirements below) ☐ No

Are Thank you Cards to be enclosed? ☐ No ☐ Yes, Use Cards with Brand ID ☐ Yes, Use Generic Thank you cards

Anticipated Delivery Date of Materials: ____/____/____

Coupon Data: Complete if applicable. The Coupon Basic Data Sheet must be completed and must accompany this request.

Are Coupons Required as part of fulfillment/bounceback?

☑ No ☐ Yes If Yes: UPC# _____ QTY _____

Value _____ Est. Redemp. _____ % Est. Resp. _____ %

Names from coupons to be captured on the Database ☐ Yes ☐ No

2073260554

Source: https://www.industrydocuments.ucsf.edu/docs/plpm0004